

Henry Castillo

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UX RESEARCHER | PRODUCT DESIGNER

- 8+ years of experience in qualitative and quantitative research methodologies.
- Specialized in understanding user behavior, driving actionable insights, and supporting product and business decisions through rigorous data analysis.
- Passionate about exploring the intersection of behavior and sustainability.
- Expertise in ethnographic research, user interviews, and survey creation, with a focus on transforming complex data into intuitive solutions.

SKILLS

Qualtrics, SurveyMonkey, UserZoom, OptimalSort, UserTesting.com, Python for Data Analysis, User Research & Testing, Quantitative & Qualitative Analysis, Figma, Microsoft Office Suite, Google Suite, Slack, Airtable.

PROFESSIONAL EXPERIENCE

UX Researcher, CIANA

April 2024 - Present

- Designed and executed over 70 surveys and conducted 20+ user interviews to gather insights on user behavior and product feedback, informing design strategies.
- Performed quantitative analysis using Python, uncovering trends from survey data to improve social programs and inform product development.
- Assisted in drafting reports and survey analyses, ensuring data consistency and actionable insights for grant proposals and internal presentations.

UX Designer, Center for Digital Experiences

September 2022 - December 2023

- Conducted user research, including interviews and surveys, for client projects, contributing to improved design decisions for nonprofit organizations.
- Facilitated usability testing and data analysis, improving the user experience for the Archives of American Art donation page, increasing user satisfaction.
- Coordinated research activities, including focus groups, survey creation, and data analysis, to meet client goals and timelines.

Founder, 40 minutes Fitness

June 2015 - January 2022

- Led behavioral research initiatives by organizing focus groups and surveys, synthesizing data to improve product offerings.
- Developed 3 new products by analyzing user feedback and behavioral trends, increasing client retention by 50%.
- Conducted on-site interviews and user observation sessions, applying ethnographic research to better understand user motivations and interactions.

EDUCATION

Master's Degree (MS), Information Experience Design (Human-Computer Interaction)

Pratt Institute

Bachelor's Degree (BS), Industrial Engineering

Universidad El Bosque